

Report Parameters :

AE INITIALS :

AE LOC :

AE RC :

BILLING SUMMARY : YES

GENERATE :

MAKEGOODS : YES

BUSINESS TYPE :

ORDER TYPE :

PRE PRINTED :

PRINTED DATE :

REV NUM : 1

ORDERS OF

SORT BY : By Order Number

REQUEST ID :

REQUEST RUN ID :

ORDER RANGE : 81087

KYW TV3

1555 Hamilton Street, . PHILADELPHIA PA 19130

KYW TV3

AND

CONTRACT NO. REV.

1041-81087-1

DATE PRINTED

11/01/12

PAGE 1

8131	AGENCY (OR SERVICE)		ACTING AS AGENT FOR		188426	ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice				
NAME	THE CAMPAIGN GROUP, INC.					MARKELL FOR DELAWARE						
AND	1600 Locust St					325 E Main St						
ADDRESS	Philadelphia	PA	19103-6305		Newark	DE	19711-7152					
	USA					USA						
CONTACT	lisa cabanel					PRODUCT		D-DE GOV				
LOCAL SALESPERSON	CAROLYN TYSON		AGENCY EST. NO.		PRODUCT CODE		1304					
NATIONAL SALESPERSON												
BROADCAST SCHEDULE STARTING								10/30/12 AND ENDING	11/05/12	NO. WEEKS:	1	

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1 NP	T-F	2	05:58A	07:00A	30S	10/30/12-11/02/12	THIS MORNING (5:58-7AM)	2	810.00	1620.00
2 NP	T-F	1	06:58A	09:00A	30S	10/30/12-11/02/12	CBS THIS MORNING	1	405.00	405.00
3 NP	T-F	1	07:28P	07:57P	30S	10/30/12-11/02/12	THE INSIDER	1	1440.00	1440.00
4 NP	M-F	2 1	11:35P	12:37A	30S	10/30/12-11/02/12 11/05/12-11/05/12	DAVID LETTERMAN	3	900.00	2700.00
5 LUR	Su	1	05:58A	07:00A	30S	11/04/12-11/04/12	WKND NEWS SUN 6-7A	1	300.00	300.00
6 NP	T-F	2	05:27A	05:58A	30S	10/30/12-11/02/12	5:30AM NEWS THIS MORNING	2	405.00	810.00
7 LUR	Th	1	10:00P	11:00P	30S	11/01/12-11/01/12	ELEMENTARY	1	7000.00	7000.00
8 LUR	F	1	10:00P	11:00P	30S	11/02/12-11/02/12	BLUE BLOODS	1	4500.00	4500.00
9 LUR	Su	1	09:00P	10:00P	30S	11/04/12-11/04/12	THE GOOD WIFE	1	6000.00	6000.00
10 LUR	Su	1	10:00P	11:00P	30S	11/04/12-11/04/12	THE MENTALIST	1	4500.00	4500.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

KYW TV3

1555 Hamilton Street, . PHILADELPHIA PA 19130 KYW TV3
AND

8131	AGENCY (OR SERVICE) ACTING AS AGENT FOR 188426		ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice
NAME	THE CAMPAIGN GROUP, INC.		MARKELL FOR DELAWARE		
AND	1600 Locust St		325 E Main St		
ADDRESS	Philadelphia PA 19103-6305		Newark DE 19711-7152		
	USA		USA		
CONTACT	lisa cabanel		PRODUCTD-DE GOV		
LOCAL SALESPERSON	CAROLYN TYSON	AGENCY EST. NO.	PRODUCT CODE 1304		
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 10/30/12 AND ENDING 11/05/12 NO. WEEKS: 1					

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ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
11 NP	M	1	05:58A	07:00A	30S	11/05/12-11/05/12	THIS MORNING (5:58-7AM)	1	810.00	810.00
12 NP	T-Su	1	11:00P	11:35P	30S	10/30/12-11/04/12	LATE NEWS	1	2700.00	2700.00
Total Contract:								16		32785.00
<div> <div>Billing Summary</div> <div> <div>Qtr 4-12</div> <div>Oct</div> <div>Nov</div> <div>Dec</div> <div>Total</div> </div> <div> <div>32785.00</div> <div>.00</div> <div>.00</div> <div>.00</div> <div>32785.00</div> </div> <div>GRAND TOTAL</div> <div>32785.00</div> </div>										

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